

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
Sidang Akademik 2007/2008

Oktober/November 2007

YKT I02 – Pengantar Komunikasi Massa
Introduction to Mass Communication

Masa: 3 jam
Duration: 3 hours

Kertas peperiksaan ini mengandungi **TIGA (3)** muka surat yang bercetak.
*This examination paper consists of **THREE (3)** pages of printed materials.*

Jawab **TIGA (3)** soalan. Soalan **SATU (1)** adalah wajib.
*Answer **THREE (3)** questions. Question **ONE (1)** is compulsory.*

Sumbangan markah tiap-tiap soalan ialah 100 markah.
Each question carries 100 marks.

1. Jelaskan 5 daripada konsep-konsep berikut:

- (a) pemilikan konglomerat
- (b) penumpuan pemilikan
- (c) pasaran monopoli
- (d) model McLuhan
- (e) model 'elitist-populist'
- (f) gangguan
- (g) penapisan

Explain 5 of the following concepts:

- (a) *conglomerate ownership*
- (b) *concentration of ownership*
- (c) *monopoly market*
- (d) *McLuhan model*
- (e) *elitist-populist model*
- (f) *noise*
- (g) *filter*

2. Akhbar di sesetengah negara dianggap sebagai penetap agenda bagi media. Adakah anda bersetuju bahawa akhbar akan terus mengekalkan fungsinya sebagai penetap agenda di abad ke-21? Jelaskan.

Newspapers in some countries have been called the media's agenda-setters. Do you agree that newspapers will continue to maintain their functions as agenda-setters in the 21st century? Explain.

3. Bincangkan empat fungsi media massa dan sejauhmanakah fungsi tersebut meninggalkan kesan buruk terhadap khalayak.

Discuss four functions of mass media and to what extent do the functions give bad effects to their audience?

4. Bincangkan cabaran yang dihadapi oleh industri filem tempatan dan apakah usaha yang dilakukan oleh karyawan-karyawan filem bagi menanganinya.

Discuss the challenges faced by the local film industry and what effort had been taken by the filmmakers to deal with the challenges.

5. Perhubungan awam dan periklanan adalah penting bagi institusi media. Nilaiikan kenyataan ini.

Public relations and advertising are important to media industry. Evaluate this statement.

6. Apakah implikasi yang dihadapi oleh media cetak apabila komputer muncul sebagai media baru? Huraikan dengan contoh-contoh.

What are the implications faced by the print media when computer emerged as a new medium? Explain with examples.